

**Tourism Walla Walla
Minutes
March 20, 2008
Chamber of Commerce Board Room**

Call to Order

Mark called the meeting to order at 3:30 p.m.

Present

Board of Directors:

Absent:

Staff: Chris Erickson

I. Approval of Minutes

Mark opened discussion on approval of the minutes for the previous board meeting held February 18, 2008. A motion to approve the minutes was moved, seconded and passed unanimously by a voice vote.

II. Tourism Indicators

Michael reviewed the Tourism Indicators report.

III. Treasurers Report

Michele went over the budget numbers and reported that with current projections we are on track with budget projections. Motion was made and seconded to accept the report.

IV. Visitors Services Report

Chris went over the activities for visitor's services including a new addition to Webervations and follow up for the WWCC soccer tournaments. He also submitted his regular visitor's services report to the board.

V. SuperHost

Chris reported that the SuperHost trainers for the community college have completed their training and that we are ready to move on with the next steps of the program. After a discussion on what that will be exactly the motion was made to allocate \$2,500 as an investment to move the program through its next steps. Paul seconded the motion and it passed unanimously by a voice vote. The hope is that there will be 100 people through the program by the end of August.

VI. Fall Festival of Foliage and Feathers

Kyle reported on meeting that had been being held to revive the Fall Foliage Festival. The event will be held the third weekend of October and feature several tours and a reception dinner at the Marcus Whitman Hotel. Mike Denny, Duane Wollmuth, and Elio Agostini have joined Kyle, Michael and Chris to help with the process.

VII. President's Report

a. Feast Walla Walla

The feast will be held April 12. We are hoping for 400 people on this first event event.

b. ArtWalk

We have turned over the day-to-day operations of ArtWalk to the Downtown Foundation; we will continue to provide support and guidance.

Adjourn

Having no further business, the meeting adjourned at 4:30 p.m.

NEXT BOARD OF DIRECTORS MEETING – Thursday, May 16th, 2008
3:30 p.m. – Marcus Whitman Hotel & Conference Center –

PLEASE NOTE NEW LOCATION

THERE WILL BE NO APRIL BOARD MEETING BECAUSE OF THE TWW BOARD
RETREAT BEING HELD APRIL 16 and 17, 2008